

**Summary Of Activities
in Room Nights**

	Turned Definite				Turned Tentative			Turned Lost		
	FY10		FY09		FY10	FY09	FY08	FY10	FY09	FY08
	Rm Nts	# Groups	Rm Nts	# Groups	Room Nights			Room Nights		
October	1,831	5	0	0	290	608	3,134	420	1,425	822
November	45	1	356	2	7,434	2,107	3,301	1,470	2,081	1,687
December	1,495	7	2,874	2	380	3,230	2,081	0	555	661
January	3,310	10	312	1	3,733	7,288	11,204	3,198	9,316	3,880
February	826	3	452	4	4,657	12,884	3,995	2,256	5,403	2,431
March	2,005	3	1,874	6	5,935	5,236	8,048	5,014	2,867	4,113
April			1,470	9		3,361	9,368		2,755	890
May			2,925	9		3,156	4,871		1,096	3,849
June			719	8		1,511	4,471		2,219	6,015
July			250	1		2,650	3,662		1,216	1,123
August			610	6		813	2,227		690	3,972
September			158	5		5,629	6,189		1,542	790
Total	9,512	29	12,000	53	22,429	48,473	62,551	12,358	31,165	30,233

**Projected Economic Impact of Business Turned
Definite**

	FY10	FY09	FY08
October	\$1,561,928	\$0	\$600,975
November	\$62,000	\$70,183	\$203,000
December	\$2,755,540	\$1,860,006	\$171,000
January	\$6,593,670	\$358,000	\$716,500
February	\$1,345,565	\$206,120	\$226,000
March	\$2,052,900	\$1,067,816	\$1,816,000
April		\$1,187,400	\$536,000
May		\$7,258,532	\$408,250
June*		\$393,148	\$235,532
July		\$204,000	\$948,000
August		\$636,888	\$789,963
September		\$830,853	\$2,061,750
Total	\$14,371,603	\$14,072,946	\$8,712,970

5-Apr-10

*As of June 1st, the economic impact model from Destination Marketing Assn Int'l's is no longer available; currently using an old formula; sports formula developed specifically for Frisco by UNT; factors taken into consideration are attendance, exhibitors, and the mix of local/regional/state/national attendance

*Primary lost business reasons include: availability of space/rooms, rates, board decision; location